

**ARIZONA GAME AND FISH DEPARTMENT  
HABITAT PARTNERSHIP PROGRAM  
HABITAT ENHANCEMENT AND WILDLIFE MANAGEMENT PROPOSAL**

<b>PROJECT INFORMATION</b>	
<b>Project Title:</b> Hunter Heritage Outreach Media Marketing Plan	<b>Project No.</b> 09-605
<b>Region/GMU:</b> Statewide	<b>HPC:</b> Payson
<b>Project Type:</b> Media (Radio) Advertising	
<b>Project Description:</b> A marketing plan to educate non-hunters/anglers about the North American Model, and the role hunters/anglers play in conserving all wildlife not just hunted species. The radio spots are by Al McCoy, a credible spokesperson with a recognizable voice across all Arizona demographics. The plan also provides an accompanying website (outdoorheritageaz.com) that listeners are directed to for more information.	
<b>Wildlife Species to Benefit:</b> N/A	
<b>Possible Funding Partners:</b>	
<b>Implementation Schedule:</b> <b>Beginning:</b> 10/1/2009 <b>Completed:</b> 10/31/2009	<b>NEPA Compliance: (if applicable)</b> N/A <b>Completed:</b> Yes ____ No ____ <b>Projected Completion Date:</b>
<b>PROJECT FUNDING</b>	
<b>SBG Funds Requested:</b> \$ 24,600	
<b>Cost Share Funds:</b> \$ 123,000 through Sept. 2009	
<b>Total Project Costs:</b> \$ 196,000 through December, 2009	
<b>PARTICIPANT INFORMATION</b>	
<b>Applicant:</b> Mogollon Sporting Association (please print) Gary Barcom <b>Telephone:</b> 928-978-4085	<b>Address:</b> P.O. Box 2208 Payson, Az. 85547
<b>AGFD Contact and Phone No.</b> (If applicant is not AGFD personnel) Craig McMullen, Field Supervisor, 928-951-4367	
<b>Coordinated with:</b> Out the Window Advertising Agency, Flagstaff	<b>Date:</b> January-April, 2009
<b>Applicant's signature:</b> Gary Barcom	<b>Date:</b> August 18, 2009

**SEND COMPLETED APPLICATIONS TO:**

Game Branch  
AZ Game and Fish Dept.  
5000 W. Carefree Highway  
Phoenix, AZ 85086

**WAS PROJECT PRESENTED TO THE LOCAL HPC?**      YES \_\_\_\_\_      NO   X

**HAS PROJECT BEEN SUBMITTED IN PREVIOUS YEARS? IF SO WAS IT FUNDED? No**

**NEED STATEMENT/PROBLEM ANALYSIS:** If hunting is going to survive, non-hunters need to be convinced that hunting is a worthwhile activity for some people to be doing with wildlife. The public is bombarded by propaganda all the time that counters the idea that hunting is an okay pursuit.

**PROJECT OBJECTIVES:** To inform Arizona's non-hunting public as to the role hunters/anglers play in conserving all wildlife, not just hunted species.

**PROJECT STRATEGIES:** Select multiple radio stations throughout Arizona likely to have a listening audience of non-hunters to air 730 60-second commercials per month.

**PROJECT LOCATION:** Statewide

**LAND OWNERSHIP AT PROJECT SITE (Please state specifically if PRIVATE PROPERTY and provide landowner's name):** N/A

**IF PRIVATE PROPERTY, IS THERE A STEWARDSHIP AGREEMENT BETWEEN THE LANDOWNER AND THE DEPARTMENT?**

**HABITAT DESCRIPTION:** N/A

**ITEMIZED USE OF FUNDS:** Purchase 730 60-second radio ad air time for October, 2009

**LIST COOPERATORS AND DESCRIBE POTENTIAL PARTICIPATION:** AZGFD, ADBSS, AES, MSA, RMEF, NWTF, WCC, Anglers United

**PROJECT MONITORING PLAN: Track hits on website**

**PROJECT MAINTENANCE: N/A**

**PROJECT COMPLETION REPORT TO BE FILED BY: Gary Barcom**

**WATER DEVELOPMENT PROJECTS (see attached worksheet): N/A**

**TREE SHEARING (AGRA-AXE, PUSH) PROJECTS (see attached worksheet): N/A**